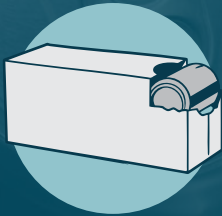


# GET THE FACTS on the Beverage Tax

The beverage tax being considered by Connecticut legislators would drastically increase the price of hundreds of beverages, including sport drinks, lemonade, soft drinks, iced teas, juice drinks, coconut water and energy drinks sold at neighborhood stores, movie theaters and restaurants.

If enacted, the cost of a 12-pack of soda will **jump from \$5.69 to \$7.85** and the cost of a 2-liter bottle of soda will **increase by 60%**



## 12 Pack of Soda

Current Price:..... \$5.69  
 A 1.5-Cent Per Ounce Tax Would Add:..... \$2.16  
**New Price:..... \$7.85**



## Lemonade (from powder)

A canister of 82.5oz lemonade mix makes 1088oz

Current Price:..... \$9.39  
 A 1.5-Cent Per Ounce Tax Would Add:.....\$16.32  
**New Price:.....\$25.71**



## Family Size 2 Liter of Soda

Current Price:..... \$1.29  
 A 1.5-Cent Per Ounce Tax Would Add:..... \$1.02  
**New Price:..... \$2.31**



## Iced Tea (18.5oz)

Current Price:..... \$1.49  
 A 1.5-Cent Per Ounce Tax Would Add:..... \$0.29  
**New Price:..... \$1.78**



## Kombucha (16oz)

Current Price:..... \$2.75  
 A 1.5-Cent Per Ounce Tax Would Add:.....\$0.24  
**New Price:.....\$2.99**

## Who's impacted?

### This tax will hurt working families

who are already struggling to make ends meet in a state where the cost of living is among the highest in the nation. These families don't need another tax added to their already heavy financial burden.

### Local businesses will also be hit hard

by the tax, which would result in retail sales losses of up to \$290 million per year. Grocers, restaurants and corner stores may be forced to reduce hours for their employees or even cut jobs to stay in business—and some may be forced to close.

### Connecticut already has higher beverage prices

because of our deposit law and the existing sales tax on soft drinks. If prices go even higher, shoppers will travel to neighboring states, like Massachusetts, New York or Rhode Island for lower prices.

## The Bottom Line

Connecticut lawmakers shouldn't be raising grocery bills and balancing their budgets on the backs of working families and small businesses. They should stay out of our grocery carts and not place additional burdens on those who can least afford it.



Learn more at  
**KeepCTAffordable.com.**